

PALO ALTO, Calif.--([BUSINESS WIRE](#))--The fourth paragraph of release dated July 1, 2014 should read: "With limited screen real estate and attention spans, mobile users desire ad formats that clearly communicate the end product in an efficient and seamless way. Playable ads create a win-win scenario, as users waste less time clicking and backing out of misleading ads and publishers maximize the value of each impression they deliver," said James Peng, head of user acquisition at Storm8.

The corrected release reads:

VOXEL LAUNCHES NEW MOBILE AD TECH; ENABLES DEVELOPERS AND PUBLISHERS TO INSTANTLY CREATE INTERACTIVE MOBILE ADS

Palo Alto startup improves app install rates and monetization; experiencing 50 percent month over month growth

Voxel, an app virtualization company known for mobile ads that allow users to try new apps before installing them, announces App FastForward, a new technology that turns any existing mobile app into an interactive, "try before you buy" ad. Previously, creating a playable mobile ad required developers and ad networks to rebuild the app in HTML5 or modify their apps into a demo. With App FastForward technology, Voxel automates the creation of "test drive" ads, making the process effortless to the advertiser. App FastForward eliminates load times and menus from the existing app to take users directly into the app experience.

"Smart app marketers are throwing traditional creative out the window and putting the experience first, creating an interactive demo that *is* the ad," said David Zhao, CEO of Voxel. "Now, with App FastForward, it's easier than ever for advertisers to create playable demos of their apps. Simply upload your existing app, and we'll turn it into a playable ad."

Publishers such as King.com, Storm8, Electronic Arts and GSN, are among the initial users of Voxel's App FastForward. Voxel's playable mobile ads are converting twice as well

as their static counterparts, effectively doubling the eCPM for the publisher.

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Since December 2013, Voxel has delivered over five million app previews and this number continues to grow at a 50 percent month over month.

About Voxel

Voxel is changing mobile application delivery and interaction. Working with both publishers and advertisers, Voxel enables users to experience apps without the install, resulting in mobile ads that are twice as effective than standard static ads. Backed by First Round Capital, Pinnacle Ventures and Sherpalo, Voxel is based in Palo Alto.

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